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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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Junji Seki

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EXAMINER

GARG, YOGESH C

ART UNIT

PAPER NUMBER

3625

DATE MAILED: 08/04/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/813,023

Applicant(s)

SEKI ET AL

Examiner

Yogesh C. Garg

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 29 June 2006.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1,5-7,11,12 and 14 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1,5-7,11-12 and 14 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 6/29/2006 has been entered.

Response to Amendment

2. The applicant's amendment received on 6/1/2006 is acknowledged and entered. Claims 1, 7, 12 and 14 have been amended and claim 15 is canceled. Currently claims 1, 5-7, 11-12, and 14 are pending for examination.

Response to Arguments

3.1. Applicant has traversed (see Remarks, page 5) the examiner's statement that "it is obvious to incorporate the well-known traditional feature of making try-on reservations in a store selling commodities" by making a conclusive statement without giving any evidence or reasoning as why it is not traditional or not a well-known process to make a try-on reservations at a store selling commodities. This is not sufficient to traverse the examiner's statement. Nevertheless, the examiner provided the evidence while rejecting claim 1, that is the prior art of Lieberman, (see col.1, line 17-col.2, line 12). Lieberman

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explicitly states that for getting custom-tailored clothing it was essential to visit the tailor twice, first to provide measurements and then to try-on if the fitting was acceptable before getting the final garment. It would be obvious to one of an ordinary skilled in the art that a customer must make reservation with the tailor to visit his store both the times so that when he reaches at the appointed time the necessary operations are carried out without having the customer to wait and thus making it efficient and convenient way to do business.

3.2. The applicant further argues (Remarks, page 6, lines 26-page 7, line 2) that the cited prior art does not teach the currently amended claim which requires making a reservation of try-on location where a retailer of said commodity delivers said commodity. In response, the examiner would like to say that the applicant's arguments are moot in view of the new grounds of rejection necessitated due to the current amendment.

3.3. The applicant makes a conclusive statement regarding claim 6 by saying that the cited references, alone or in combination, do not teach or suggest the features recited in claim 6. The examiner disagrees. In response, the examiner would like to state that the applicant's arguments are non-responsive, as he has not pointed out any errors or evidence against the rejection presented in the earlier office action on pages 11-12.

In view of the above the rejection of the currently amended claims are sustainable.

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Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4.1. Claims 1, 5, 7 and 11-12, and 14 are rejected under 35 U.S.C. 103(a) as being unpatentable over Rose (US Patent 5,930,769) in view of Liebermann (US Patent 6,415,199) and further in view of Rogers (US Publication 2001/0042024 A1).

Note: Examiner cites particular columns and line numbers in the references as applied to the claims below for the convenience of the applicant. Although the specified citations are representative of the teachings in the art and are applied to the specific limitations within the individual claim, other passages and figures may apply as well. It is respectfully requested that, in preparing responses, the applicant fully consider the references in entirety as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior art or disclosed by the examiner.

Regarding claim 1, Rose teaches a sales transaction support method for supporting a sale of a commodity (see col.2, line 63-col.3, line 17. Note: In Rose, the commodity is fashion related.), comprising:

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presenting said commodity, providing a try-on simulation image of an object virtually wearing said commodity by using commodity image information of an image of said commodity presented and object image information of an image of said object, and executing a transaction process for said commodity (see at least col.6, line 43-col.7, line 27, " *The system may also provide an adaptive presentation of choices based on a determined prioritization. Each database entry or fashion has corresponding fashion data. Fashion data allows presentation of a projection of a model having the customer's body type wearing the selected fashion, portrayed on the computer screen.* ". Note: The projection of a model having the customer's body corresponds to the claimed object image, which virtually wears the selected fashion commodity).

Rose discloses registering customer information including at least one of data related to height, weight, body type and favorite fashion, and said object image information is generated based on said customer information and said commodity is presented based on said customer information including said favorite fashion and registered (see at least col.3, line 18-col.4, line 30,

".....The personal information which is entered into the computer system includes body measurements along with credit information, address, and other pertinent facts. The personal information is a permanent record in the database of the electronic fashion shopping system and redundant input is not needed the next time the customer accesses the system. Turning to the figures, FIG. 1 shows a body frame illustrating the body measurements that must be inputted into the electronic fashion system before accessing the system. The body measurements include center front 2, arm length 4, bust 6, waist 8, hip 10, and height 12. The customer may also submit a photograph of her face taken with a digital camera or alternatively submit a photograph that is digitized by the electronic fashion shopping service. It is preferable that multiple photographs of the face depicting the front view, side view, back view, etc. are submitted so that the system can accurately depict the face at different angles.After the personal information is entered, the system determines a body type based on the body measurements. As determined by the system, body type is an individual's skeleton or bone frame plus an amount of flesh surrounding a specific anatomical part. Fashion is cloth or fabric constructed to a specific shape and size which determines style. The amount of cloth and shape when cut, is placed on a specific skeletal frame and flesh area, which determines the fashion or look which is the result of the process. Not all shapes fit all frames, so not all styles fit all body types. While certain limitations are physical, e.g. a body too large for the clothing-line, some limitations are

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aesthetic, and must be determined as a matter of "taste". The system for electronic fashion shopping is based on an expert system analysis of the personal information and available garments, and also recommends what shapes best compliment the customer's body type, as well as other fashion recommendations and information by Andrea Rose fashion consulting services.RTM. and any other designers. The system thus provides a personalized "chart" characterizing the customer's body type. This chart may be a physical printed document or electronic representation. The chart also has information on the best designs to flatter her specific shape and suggestions on how to dress and shop effectively.In essence, the computer system acts like a fashion consultant, addressing specific clothing problems, informing the customer her size in the manufacturer's clothes, and determining if there is a fit problem whereby the customer is informed of alterations needed on the garment. ").

Further, Fig.5, col.8, line 58-col.9, line 13 teaches displaying a recommended commodity on a display device before the try-on simulation:

" Turning now to FIG. 5, this shows analysis of fashion suggestions with designer do's and don'ts based on the customer's body type. The system will output suggestion fashion shapes for the customer's unique body type 50 and suggested fashion shapes to avoid wearing 52. Using the petite fashion category as an example, the system will output that boleros, cropped jackets and short, tailored jackets with small lapels and collars would work very well. In this case, the system also states that a petite should avoid long skirts, since the extra length will make the petite look smaller, and long garments cut the body and give the appearance of being shorter. The system will also output that when selecting prints, smaller is better since larger patterns tend to be overwhelming and will be proportionately awkward for the petite body. Vertical stripes are a good choice as they create the illusion of height. It is better to go with skinny stripes rather than bold stripes which run the risk of overpowering the petite woman. The system would also output that when accessorizing, it is important to avoid oversize pieces, and instead select narrow belts, scarves that are not too wide and smaller, more delicate jewelry. "

Note: outputting/displaying fashion suggestions based upon the customer's information corresponds to recommending a commodity on a display device.

Rose discloses interacting and executing transaction related to selecting, try-on and purchasing fashion garments via a telecommunication network (see col.2, line 63-col.3, line 17) but does not disclose that the transaction process includes making a try-on reservation for trying on said commodity and a reservation of try-on location where a retailer of said commodity delivers said commodity. The examiner notes that both the applicant's invention and Rose provide a computerized simulated fitting try-on session so that to make the selection of clothing/garments cost-effective to the sellers and

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convenient to the consumers by eliminating the need for the users to visit garment stores to select and try on the garments and for merchants to free the sales staff from being engaged in taking measurements of the consumers. Therefore, the option of providing a try-on reservation in store for the consumer appears to be redundant when the consumer can have a virtual feel and look of the fashion garment he is purchasing via simulation process disclosed in both Rose and the applicant's invention. Rose, therefore, does not explicitly teach making a try-on reservation for trying said commodity at a store selling the commodity. However, Liebermann explicitly discloses, as an admitted prior art, that consumers visit tailors at their locations for try-on sessions to ensure right fitting (see at least col.1, line 17- col.2, line 12), " *Traditionally, a tailor works with a muslin pattern based on the original measurements and, through at least one iteration, i.e., the fitting, adjusts the measurements to account for freedom of movement. Thus, the customer must visit the tailor for at least two sets of measurements, the original set and the fitting, before he or she can expect to receive the finished garment.* ". Lieberman explicitly states that for getting custom-tailored clothing it was essential to visit the tailor twice, first to provide measurements and then to try-on if the fitting was acceptable before getting the final garment. It would be obvious to one of an ordinary skilled in the art that a customer must make reservation with the tailor to visit his store both the times so that when he reaches at the appointed time the necessary operations are carried out without having the customer to wait and thus making it efficient and convenient way to do business.). In view of Liebermann, it would have been obvious to a person of an ordinary skill in the art to make try-on reservations in the tailor's store selling the commodity of custom-tailored clothing because that would ensure very fastidious customers, who may have

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some doubts about the fitting of garments with the virtual try-on process conducted via computerized simulation, to receive garments fit as per their liking. Some people might prefer one more try-on even after making selection and ordering the garment via simulated electronic process as shown in Rose. For-example, at the start of electronic commerce many consumers would prefer to surf on-line in making selections but preferred to make purchase transactions by visiting the brick-mortar stores as they were not comfortable in using credit cards online. Therefore, the option of making try-on reservation in a store selling that commodity does not qualify to the standards of novelty and patentability.

Lieberman does not teach that the try-on reservation process includes an indication of location to carry out try-on where the retailer can send the commodity. In Lieberman, the location is inherently the tailor's store where he takes the initial measurements. However, if the tailor has more than one locations to choose such that one of the locations is more convenient and closer to the customer's home or office then it would be obvious to one of an ordinary skilled in the art to allow the customer to chose a location, which is convenient and closer to his home or office location, to carry out the try-on. In the analogous art, that is allowing an user to place orders on vendors via web, Rogers teaches (see paragraphs 0033-0041 and 0071) allowing an user to reserve a time slot and a desired location to come, inspect and if the commodities are correct to pick up the commodity from that location where the retailer sends the desired commodity. Therefore, in view of Rogers, it would be obvious to one of an ordinary skilled in the art for those tailors or retailers who have more than one locations to allow

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users to make reservations for try-on including a location to try-on where the retailer/tailor can send the commodity because, as clearly demonstrated in Rogers it allows an efficient but convenient and flexible solution for the customer to spare time from his busy schedule to spare time and come to a location of his choice to carry out arty-on/or inspection to see if the ordered items are correct ad if so take them.

Regarding claim 5, Rose/Lieberman/Rogers discloses that a sales transaction support method according to claim 1, wherein said presentation of said commodity, said providing of said try-on simulation image, and said execution of the transaction process are performed via a telecommunication network (see Rose at least col.3, lines 3-6, “....*The system is capable of being accessed remotely using telecommunication systems.....*”).

Regarding claims 7, 11, 12 and 14, their limitations are closely parallel to the manipulative steps of claims 1 and 5 and are therefore analyzed and rejected as being unpatentable over Rose/Liebermann/Rogers based on same rationale.

4.2. Claim 6 is rejected under 35 U.S.C. 103(a) as being unpatentable over Rose/Liebermann/Rogers and further in view of Saigo.

Regarding claim 6, Rose/Liebermann/Rogers teaches a sales transaction support method including making a try-on reservation at a store selling the commodity, executing these transactions via a telecommunication network as analyzed and discussed in claim 1 above. Rose does not disclose that try-on reservation step issues

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a try-on reservation card having thereon an identification number for identifying said try-on reservation, when said try-on reservation for trying on said commodity is made. However, Saigo in the field of same endeavor, that is executing sales transactions involving a virtual try-on simulation process for a commodity like eyeglasses, teaches outputting a record of the sales transaction details (see at least FIG.26, "Record Output Confirmation" corresponds to the claimed card having an identification number in the form of "customer Information number" and all other relevant details and also see at least col.22, lines 15-38). In view of Saigo, it would have been obvious to one of an ordinary skill in the art at the time of the applicant's invention to have modified Rose in view of Liebermann as applied to claim 1 to incorporate the feature of outputting the record related to the sale transaction including a customer information number, which corresponds to an identification number of the sales transaction. Doing so would help the consumer to use this copy of record as a receipt of the purchase order and present to the store to enable them retrieve the consumer's details and hand over the ordered garment for try-on.

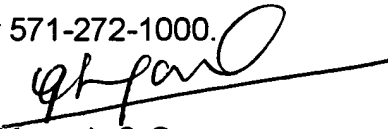
Conclusion

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Yogesh C. Garg whose telephone number is 571-272-6756. The examiner can normally be reached on Increased Flex.

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If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Smith can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



Yogesh C Garg
Primary Examiner
Art Unit 3625

YCG
7/31/2006